**Script for**

**“Making the Ask”**

You’ve put in the time and effort to identify your prospect, you’ve done your research and have set up the visit, so you’re 85% of the way there. You’ve explained to the prospect why the Community Fund is so important to you and what this endowment building campaign will mean for the community.

It’s now time to ask. It would be more comfortable to ask the prospect to support the campaign and let them decide how much to give. Don’t do it! Donors want and need to know what you have in mind. It’s best fundraising practice to ask for a specific amount. If that is too uncomfortable, a second choice would be to show them the gift range chart and say, **“Would you consider a gift at the top range of this category?”**

Before making the ask, there’s one other step you must take. It’s important for you to give testimony to your own gift. Here’s how that might sound:

**“I am going to ask you to consider a gift to the campaign, but before I do, I want to tell you what I’ve decided to do. I have decided to give a gift that will really stretch me. It’s the largest gift I’ve ever given. I thought about it for a long time and finally decided that this campaign is so important to the future of our community. In addition to my current gift I have also designated a portion of my retirement plan for the unrestricted endowment at the Community Fund. I want this campaign to be successful and I feel very good about my gift.**

Sharing what you’ve done gives credence to your own commitment and belief in the campaign. It also takes all you have shared with the prospect and makes it very personal.

The only thing left to do is to ask the prospect for their gift. Here’s what you might say:

1. For a current outright gift:

**“Would you join me in supporting this campaign and consider a gift of $25,000 which could be paid over the next three years?”**

2. For a planned gift:

**“Would you join me in supporting this campaign and consider including the Community Fund as a beneficiary in your will?”**

3. For a blended gift:

**“Would you join me in supporting this campaign and consider a gift of $25,000 now to take advantage of the matching funds and also consider a planned gift to provide for the future of the Community Fund.”**

Find the words that work best and are most comfortable for you.